

Online Shop PLANNER

BUSINESS OVERVIEW

BUSINESS NAME

TAGLINE

WEBSITE

SOCIAL MEDIA HANDLES













MISSION STATEMENT

WHAT WILL SET YOU APART FROM YOUR COMPETITION ?

TARGET CUSTOMER

CORE BIZ VALUES

BUSINESS GOALS

3 MONTHS

6 MONTHS

1 YEAR

2 YEARS

3 YEARS

5 YEARS

10 YEARS

SHOP BRANDING

SHOP BANNER DESIGN SKETCH

SHOP ICON

SHOP COLOR THEME

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NOTES

[illegible]

SHOP POLICIES

Write down your shop policies here and make them clear for your customers.
Do you allow return and exchange? How will your customers receive the purchased item?

YOUR SHOP

Based on your collection of images, how would you describe your shop's style?

Classic or Modern:

Feminine or Masculine:

Sophisticated or Casual:

Luxurious or Sensible:

Trendy or Eclectic:

Colors

Fonts

Finishes

Display Area

How to Apply

Backdrop

Signage

Display Fixtures

Display Props

Lighting

Flooring

VALUE PREPOSITION

WHY WILL CUSTOMERS BUY FROM YOU?

HOW IS YOUR PRODUCT/SERVICE BETTER THAN COMPETITION?

WHAT ARE THE PAIN POINTS YOU ARE SOLVING?

Do you help save your customers time? Money? or maybe you help their business

WHAT ARE THE MAIN PAIN POINTS YOU ARE SOLVING?

1-3 sentences/headlines you would use in a facebook ad - make sure these reflect the pain points of your customers

SWOT ANALYSIS

Strength	Weaknesses
Opportunities	Threats

COMPETITOR ANALYSIS

WHO ARE YOUR
TOP(3) COMPETITORS?

WHAT ARE
THEY OFFERING

WHO ARE THEIR STRENGTHS AND WEAKNESSES?

Strengths:

Weaknesses:

HOW ARE THEY REACHING THEIR CUSTOMERS?

Are they reaching new customers through ads, youtube content, blog posts etc.
how did you find out about them?

WHAT IS YOUR COMPETITOR PRICING?

This gives you an idea how much you can/should charge.

SHOP INVENTORY

Month:

Year:

[illegible]

SHOP SUPPLIES

Month:

Year:

[illegible]

PRODUCT KEYWORDS

Use this page for your keyword research. Brainstorm the keywords for each of your product.

[illegible][illegible]

PRODUCT TAGS

Use this page for your tags research. Brainstorm the tags for each of your product.

[illegible][illegible]

COUPONS & PROMOTION

Month:

Year:

Planned Campaign and Promotion	
Abandoned Cart	
Recently Favourited	
Email Sequence	

Individual Coupons				
Coupon Code	Discount	Duration	Uses	Revenue

Future Promotions:

Holiday:

INCOME AT A GLANCE

Year: _____

	INCOME	FEE / COMMISSION	NET
JANUARY			
FEBRUARY			
MARCH			
APRIL			
JUNE			
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			
TOTAL			

Notes:

ORDER TRACKER

[illegible]

ORDER FORM

COSTUMER DETAILS

NAME:	
PHONE NO.	EMAIL:
SHIPPING ADDRESS:	
SHIPPING METHOD:	
ORDER NO.	ORDER DATE:
TRACKING NO.	

ORDER STATUS	PACKED	SHIPPED	RECEIVED
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ORDER DETAILS

[illegible]

EXPENSE & FEES

[illegible]

RETURNS & EXCHANGE

FROM:

SHIP TO:

REPORT DATE:

REPORT ISSUE:

DATE OF
REPORT/EXCHANGE:

ITEM	ITEM DESCRIPTION	QTY	UNIT PRICE	AMOUNT	

DATE SHIPPED

CUSTOMER
ORDER #

DATE SHIPPED

CREDIT ISSUE

NOTES

RETURN TRACKER

[illegible]

SHIPPING LOG

[illegible]

PURCHASE TRACKER

Month:

[illegible]

MONTHLY STATS

MONTH OF

YEAR

Most Visited Search Phrases

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Most Popular Listings

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Traffic Sources

SALES TAX TRACKER

Month:

[illegible]

NEW PRODUCT PLANNER

PRODUCT NAME:

PRODUCT IDEAS

PRODUCT DESCRIPTION

PRODUCT DETAILS

MATERIALS:

COST:

PROFIT:

SALE PRICE:

FEES:

PACKAGING COST:

ADDITIONAL NOTES

DATE CREATED:

LAUNCHED DATE:

PLATFORM

PRODUCT UPDATES

SUPPLIES

SUPPLIES

ADVERTISING TRACKER

[illegible]

CAMPAIGN TRACKER

[illegible]

EMAIL MARKETING

[illegible]

SOCIAL MEDIA TRACKER

Month:

Year:

FACEBOOK

Monthly Goal	# of Posts	# of Shares	# of Clicks Throughs	# of Followers

TWITTER

Monthly Goal	# of Posts	# of Shares	# of Clicks Throughs	# of Followers

PINTEREST

Monthly Goal	# of Posts	# of Shares	# of Clicks Throughs	# of Followers

INSTAGRAM

Monthly Goal	# of Posts	# of Shares	# of Clicks Throughs	# of Followers

OTHER:

Monthly Goal	# of Posts	# of Shares	# of Clicks Throughs	# of Followers

OTHER:

Monthly Goal	# of Posts	# of Shares	# of Clicks Throughs	# of Followers

SALES TRACKER

[illegible]

INCOME TRACKER

[illegible]

EXPENSES TRACKER

MONTH

[illegible]

BILL TRACKER

[illegible]

PASSWORD TRACKER









































CONTACT LIST

NAME		COMPANY	
EMAIL		PHONE	
ADDRESS			
NOTES			

NAME		COMPANY	
EMAIL		PHONE	
ADDRESS			
NOTES			

NAME		COMPANY	
EMAIL		PHONE	
ADDRESS			
NOTES			

NAME		COMPANY	
EMAIL		PHONE	
ADDRESS			
NOTES			

NAME		COMPANY	
EMAIL		PHONE	
ADDRESS			
NOTES			

TO DO LIST

Checklist

[illegible]

Notes

[illegible]

CHECKLIST

DATE

TASK

THINGS TO DO

ACTION DATE

IMPORTANT NOTES